

THE SENTINEL'S BUY-AT-HOME DEPARTMENT

Big Sales Made By Suggestion

Arrangement of Stock and Window Display Part of General Scheme---Catalogue Houses Use Success.

(Copyrighted, 1914, by Thomas J. Sullivan.) If there ever was a concern on the face of this earth that has studied the theory of suggestion it is the retail catalogue house.

In its early beginning it fooled railroad men and pinery workers, securing names and addresses in some way or another, after which it forwarded each individual a nice brass watch, finished in gold. However, it was cautious, never sending a watch to the prospective customer on credit.

The railroad man or woodsman never ordered the watch, and of course a mistake happened.

According to the mail order man, it was wrongly addressed, but the watch was there at the express office, and if he would take it and pay for it a large reduction would be made.

This suggested to the prospective purchaser that he was in need of a watch, "got him," and if he did not have the money to pay for it he would borrow the necessary amount or draw on his salary account.

The power of suggestion soon convinced the wily mail order man that he was on the right track, and he then branched out into furniture, clothing, machinery, hardware and other lines of manufacture.

Great Power of Suggestion.

It is very probable now that a large proportion of merchandise sold is through suggestion. If people bought only the bare necessities of life, only what they actually need, there would be but few business houses and civilization would halt.

The power of suggestion is what builds up great business houses and keeps the world on its progressive march.

Advertising is one of the most powerful and at the same time easiest methods of suggestion. But there are many others very much akin to the popular conception of advertising.

Therefore it behooves the merchant who would be successful and to be numbered with the progressive of his kind to study well the theory and practice of suggestion. Its ramifications are many and varied.

Make a Good Impression.

It is not alone in the preparation of copy for newspaper, circular or other printed forms for advertising that this principle of suggestion must be observed and followed out.

While it is all important to observe the rules of suggestion in getting up such copy, the idea should be carried into every feature of merchandising.

The handling of good merchandise and square dealing, accommodating store policy suggest to a customer that he has found the right place to trade, and he is not liable easily to forget his first impression.

The arrangement of stock, the window display, the attitude of proprietor and clerks toward customers, delivery methods of collections—in fact, every action suggests to the naturally receptive mind of a purchaser and brings him back again.

On the other hand, the neglect to observe all these things implants a suggestion in the mind of the public that cannot be overcome, even by offering glittering bargains.

Suggestion an Art.

Some of the best salesmen in the business are those who know how diplomatically to suggest to purchasers something else that would be to their advantage to buy.

This sort of suggestion is a kind of art and unless used with the finest tact and discretion is liable to make a bore of a salesman.

The retail catalogue house system is cautious. However, there is no law against exaggerating pictures when one confines himself to an actual description of the article. This is where the mail order house system covers itself.

The pictures are suggestive to the prospective buyer. The description of the article contains Latin phrases, trade terms and language that is foreign to many consumers and is not understood by them.

As an illustration of picture book buying through mental suggestion our readers might profit by reading the following poem, which illustrates the folly of buying mail order house trash:

HIS QUIT.

He owned a retail catalogue house car.
To ride in it was heaven.
He ran across a piece of glass—
Bill, \$14.97.

He took his friends out for a ride.
'Twas good to be alive.
The carburetor sprang a leak—
Bill, \$40.95.

He started on a little tour.
The finest sort of fun.
He stopped too quick and stripped his gears—
Bill, \$30.51.

He spent his little pile of cash
And then in anguish cried,
'Til put a mortgage on the house
And take just one more ride!"

GOOD THINGS TO EAT AT GISH'S restaurant; soft drinks and ice cream sodas; cigars and tobacco and a fine line of box candy.

SIXTEEN NEW COTTAGES WILL be built at Chippewa Lake Park this summer, and everything will be "clean-up" and "paint-up."

GIBBS & LINCOLN, BRUNSWICK, for Builders' Supplies, Feed, Implements and Engines. A full line to select from and prices right.

FRESH FISH SPECIAL FOR FRIDAY and Saturday. Blue pike, 5 lbs. for 25c. L. W. WILSON, Corner South Court and Washington streets.

HAVE A REFRESHING SODA in any one of the delightful flavors we offer in combination with our ice cream. J. W. TUTTLE, Rexall Store.

PLAN TO MEET YOUR FRIENDS this summer at Chippewa Lake Park where the finest music will be heard at all times; fine fishing and boating.

GET YOUR SEED OATS AND OTHER needs of Miller & Collin; investigate our great grain drill; guaranteed to be the best made; we save you cash.

BALL BEARING LAWN MOWER at \$5.50, 2nd mowers, \$1 to \$3; 5-ply lawn hose, 8c per foot. Washing machines, \$10 to \$15. Roy B. OATMAN.

RUN-AWAY JUNE AT THE PRINCESS Theatre—the most thrilling story of love and adventure ever put on a screen.

REDUCED PRICES ON HAMMOCKS pictures, Box candles, "Fixall" varnish stains, etc., until August 1. WRIGHT'S BOOK STORE.

SATURDAY SPECIAL McINTOSH'S News Stand, 25c chocolate creams, 18c. Do not fail to take advantage of great bargains advertised in sale.

CHIPPEWA LAKE PARK WILL open for the season Decoration Day and will be more popular than ever; fine fishing, boating and bathing.

WEARERS OF FISHER'S SHOES are comfortably, tastefully and economically shod.

GARDEN PEAS. WE CAN SUGGEST a variety of peas to you which is the best thing you ever saw. See us. O. C. SHEPARD CO. Medina, O.

FOR A GOOD GENTLE FAMILY horse, safe with autos or railroads, come and see E. T. PIERCE. Price very low.

SPALDING'S BASEBALL GOODS are sold exclusively at WALL'S. Go there and get the genuine reliable Spalding's Bats, Balls and Supplies.

ALL THE BIG PICNICS AROUND here will be held at Chippewa Lake Park this summer; have you got a date for yours; good boating, bathing.

J. E. RENZ & SONS HAVE A FULL line of fly nets, lap dusters, auto robes and gloves at reasonable prices. Call and see them.

DUTCHESS TROUSERS GIVE THE style, comfort and service at moderate cost. 10c a button, \$1 a rip. Sold only by Thos. Ferriman & Son.

MEN'S PURSES, CARD CASES, etc. Well made in many styles from first class stock at 1/4 off at WRIGHT'S BOOK STORE.

TRY 'FOOTE'S BEST' BAKING powder—15 cents per pound. Foote & Hartman.

DATES FOR PICNICS FOR THE coming summer are being rapidly taken up at Chippewa Lake Park this summer; better get busy and get one.

GET THOSE EYES ATTENDED TO at once at SHAW'S; eyes examined and perfectly fitted; lenses replaced when broken; prices right.

WHERE A DOLLAR GOES FARTHER and brings you satisfaction. FOOTE & HARTMAN.

BRING THE BABIES AND GRAND-parents to McDOWELL'S for a good picture. No stairs to climb. North Court st. We do kodak finishing.

JUICY STEAKS AND TENDER roasts can always be had of Henry Young; also smoked and salt meats in great variety always on hand.

LET HAWKINS DRY CLEAN THAT suit of yours next time; satisfaction guaranteed; sponging, pressing while you wait. SEE HAWKINS.

BUY YOUR BOYS' YOUTHS, AND Men's Clothing of us; we can save you money. Let us quote you prices at least. L. ABRAMS, Clothiers.

LET US QUOTE YOU PRICES ON all your goods in our line; when considering quality we can beat any mail order house. G. F. HIGH.

THE FINEST LINE OF JEWELRY in Medina county can be found at S. H. Brainard's, and every article is as represented when purchase is made.

WHEN IT COMES TO GROCERIES, we can please you we know. Let us make you up a \$10 order; we're here to make things right. EDWARDS.

BIG SALE ON FRUIT. EVERY-thing going at cost price, bananas, oranges, lemons and many other things at L. WEISBERG'S. Washington st.

THE SUITS WE SELL AT TEN DOL-lars cannot be equalled by any mail order house. Come to us first. If we can't suit you don't buy. L. ABRAMS.

ALBERT ACETYLENE WELDING. I guarantee all metals, and make weak parts strong. At Marsh's Garage, or call 4077 or 3080.

ROOFING OF ALL KINDS AT THE right price—see our rubber roofing with the 20-year guarantee. Oatman's Hardware.

GERTENSLAGER BUGGIES. YOU know the quality; call in and see the style; some good market wagons; rubber tireing. Frank Brandow, Medina.

WHEN YOU NEED MEN'S or BOY'S clothing, hats, caps, anything in our line, remember we have the best at lowest prices. O. N. Leach & Son.

SPECIAL SALE ON GAS IRONS put up complete in your home at \$3.00. OATMAN'S HARDWARE.

4000 MILE GUARANTEED TIRES at reduced prices. See them at Handshue Auto Co., Medina, Ohio. Phone 1344.

A LARGE STOCK OF GENERAL and Builder's Hardware, screen doors and windows, garden tools, oil, gas and gasoline stoves. A. Munson & Son.

CARRIAGE & AUTOMOBILE PAINTS. All colors to choose from—90 cents per quart. Medina Paint, Varnish & Oil Co. Elmwood at Liberty.

WANTED—OLD BICYCLES. DON'T make any difference what condition. Bring in anything; we pay cash. OATMAN FURNACE SHOP.

HOUSE, CARRIAGE AND SIGN painting, interior decorating; first-class work. S. B. Pritchard, Overland Garage, S. Court st., Medina, Ohio. tf

FARMERS—WE WANT TO BUY your new wheat. Phone for price. The Medina Farmers Exchange Co.

ALBERT ACETYLENE WELDING. I guarantee all metals and reinforce weak parts. Talk it over with me at Marsh's Garage or call 4077 or 3080.

AUTO TIRES REPAIRED. ALL work guaranteed at HUNTLEY'S GAS ENGINE SHOP.

SEE THE WONDER IN ICE CREAM freezers. Freezes cream or sherbet in ten seconds, ready to serve at Oatman's Hardware.

ONE-THIRD AND ONE-HALF OFF on human hair goods all next week, until Aug. 14th. Mrs. Miller's Hair Store and Hairdressing Parlor.

WE HANDLE THE ONLY COM-plete auto supply stock in Medina. Our prices are RIGHT. WESTERN RESERVE GARAGE.

R. A. LOEHR HAS 1 1912 OVER-land for \$300; 1 Maxwell special, \$300; 1 1915 Buick, model 37, \$950. Cars for 1915 on display.

THE MEN THAT KNOW GOOD paint when they see it are the ones who constantly give us repeated orders when in need. Medina Paint Co.

WE BOTH MAKE A PROFIT IF I DO YOUR WORK. S. W. ANDERSON, MEDINA, OHIO.

FOR YOUR THRESHING COAL GO to MEDINA COAL CO. 312 South Court street.

CALL JOHN BUTDORFF FOR CLEAN Clear ice and you will get good weight and prompt service. Phone 3039—120 West Liberty street.

TRY OUR NEW HOME-MADE Bread and Cookies. C. F. HOBART, THE GROCER.

MISS BISHOP HAS A GOOD AS-sortment of ladies' and children's hats at reasonable prices. Bargains that should be investigated.

A. N. ROBINSON, MANUFACTUR-er of galvanized iron corn cribs, Medina, Ohio. Call or write for prices.

How about coal for threshing?

Why not get it before the engine pulls in your yard?

We keep a good supply on hand Medina Coal Co.

Children Cry FOR FLETCHER'S CASTORIA

PUMPS

The Famous Myers Line with the Glass Seat.

Kitchen Pumps 1.50 to \$6.50
Well Pumps \$5.00 to \$15.00
Myers Pump Jack \$7.50

Remember that Galvanized Pipe is advancing in price every day. The sooner you buy, the more you will save.

We have a full line of Plumbing Fixtures and Supplies, and first class mechanics to install them.

Telephone for Estimates.

Roy B. Oatman

AN ORDINANCE SALE OF BONDS

An ordinance to issue and sell bonds for the purpose of extending and constructing water mains in East Liberty street, East Friendship street, East North street, North Jefferson street, North Court street, North Broadway, and from Union street to North Broadway 350 feet south; also on North Court street from Union street north to corporation line.

Be it ordained by the Council of the Village of Medina, State of Ohio, three-fourths of all members elected thereto concurring,

SECTION 1. That it is deemed necessary, for the purpose of supplying water in the following named streets where sewer is to be extended, by the Council of said Village of Medina, Ohio, to issue and sell bonds of said village in the sum of eight thousand dollars, for the purpose of raising funds with which to pay for the construction of water mains and pipes in East Liberty street from Harmony street to Spring Grove avenue in Union street from North Court street to North Broadway; in North Court street from Union street north to corporation line, and in North Broadway 350 feet south, in East Friendship street from Broadway to Spring Grove avenue, in East North street from Broadway to Harmony street, in East street from Friendship street north to main sewer, in North Jefferson street, from East Friendship to East street; in Smith road from Elmwood avenue west to Baxter street, in South prospect street south from Smith road to Harrisville road, and in South Huntington street from West Washington street south to Smith road.

SECTION 2. That the bonds of said village be issued in the sum of eight thousand dollars for the purposes aforesaid, said bonds shall be sixteen in number and of the denomination of \$500.00 each, and shall be known as water mains extension bonds and shall be numbered from one to sixteen consecutively. They shall bear interest at the rate of 5 1-2 per cent. per annum, payable semi-annually, evidenced by coupons attached thereto, and shall be dated August 1st, A. D. 1915, and shall be payable as follows:

One bond for \$500.00 payable on the 1st day of August, 1917.
One bond for \$500.00 payable on the 1st day of August, 1918.
One bond for \$500.00 payable on the 1st day of August, 1919.
One bond for \$500.00 payable on the 1st day of August, 1920.
One bond for \$500.00 payable on the 1st day of August, 1921.
One bond for \$500.00 payable on the 1st day of August, 1922.
One bond for \$500.00 payable on the 1st day of August, 1923.
One bond for \$500.00 payable on the 1st day of August, 1924.
One bond for \$500.00 payable on the 1st day of August, 1925.
One bond for \$500.00 payable on the 1st day of August, 1926.
One bond for \$500.00 payable on the 1st day of August, 1927.
One bond for \$500.00 payable on the 1st day of August, 1928.
One bond for \$500.00 payable on the 1st day of August, 1929.
One bond for \$500.00 payable on the 1st day of August, 1930.
One bond for \$500.00 payable on the 1st day of August, 1931.
One bond for \$500.00 payable on the 1st day of August, 1932.

Said bonds shall be payable at the office of the clerk of said Village of Medina, Ohio.

SECTION 3. Said bonds shall express upon their face the purpose for which they were issued, and that they are issued in pursuance of this ordinance. They shall be prepared, issued and delivered under the direction of the finance committee of the Council and the village clerk, and shall be signed by the mayor of said village and the village clerk, and sealed with the corporate seal of said village; and the interest coupons attached thereto shall be executed by the village clerk, with his signature thereto, or he may have his signature printed or lithographed thereon.

SECTION 4. Said bonds shall be first offered at par and accrued interest to the trustees of the sinking fund in their official capacity, and if the trustees of the sinking fund refuse to take any or all of them at par and accrued interest, then said bonds not so taken shall be offered at par and accrued interest to the commissioners of the sinking fund of the school board of said village school district, and such of said bonds as are not taken by said officers shall be advertised for public sale and sold in the manner provided by law, but not for less than the par value thereof and accrued interest.

SECTION 5. The proceeds from the sale of said bonds, except premium and accrued interest thereon, shall be turned over to the Board of Public Affairs of said village, to be used and expended by them for the purposes set forth in this ordinance, and whatever balance may remain after the completion of said work, shall be turned over to the trustees of the sinking fund of said village, to be applied upon the payment of said bonds when the same shall become due.

SECTION 6. That the ordinance passed July 26th, 1915 providing for a bond issue for extension of water mains upon a part of the streets hereinabove named, be and the same is hereby repealed.

SECTION 7. This ordinance shall take effect and be in force from and after the earliest period allowed by law.

Passed August 3, 1915.

Attest, L. H. RANDALL, Mayor

GEO. L. MCNEAL, Clerk

Seal 49-2

NOTICE

Sealed bids will be received by the Board of Education of Liverpool Township on August 7th, 1915 until 7:30 p. m. standard time for transporting all pupils to and from the Centralized School in Valley City. Plans of the routes are on file with the clerk and president of the board. The board reserves the right to reject any and all bids.

RALPH HERTHNECK, Clerk
Frank H. WEIDNER, President
47-3

FERTILIZERS

We are now agents for the famous Horse Shoe Brands of Fertilizers manufactured by the American Agricultural Chemical Co.

These goods are well known and are guaranteed not to clog the drill.

We will have a full line of these goods at our warehouse.

CALL On Us

Miller & Collin

MEDINA, OHIO

The New Medina County Illustrated Directory

A HANDY BOOK OF REFERENCE FOR FARMERS AND ALL COUNTY RESIDENTS

The FARM JOURNAL of Philadelphia is making a complete personal canvass of Medina County to get names, addresses, information, pictures, etc., for the NEW MEDINA COUNTY ILLUSTRATED DIRECTORY. Each house in the county is to be visited and the information secured FIRST HAND. Many statistics will be given, of interest and value to all farmers and residents of this county.

One of the valuable features of the directory will be a NUMBERED COUNTY ROAD MAP, showing the location of every farmer in the county.

Wilmer Atkinson Co.

Publishers of the Farm Journal.

PHILADELPHIA, PA.

H. Morris, County Manager, Medina, Ohio.

H. A. WAITE

Undertaker

MEDINA, OHIO

Abrams

Head-to-Foot

OUTFITTERS

For Men and Boys

Clothing, Gents' Furnishings, Hats and Shoes.

Abrams

Miller Block

Medina, O.

OPEN EVERY EVENING